

State of dream

By OLIVIA LEE
clove@thestar.com.my

THE intention was to create a dreamy collection. And certainly, local couturier Eric Choong managed to hit the mark. Choong's *A Field of Dreams* line is filled with lots of over-the-top treatments, fabric manipulation, fancy embroideries, yards and yards of silk and lace fabrics that are feathered, ruffled, bustled, tufted and beaded.

For the icing on the cake, Choong, 47, adds Swarovski crystals to trimmings on the shoulder, sleeve and waistline.

"The crystals were used to enhance the gown. Each piece is delicately encrusted with Swarovski Elements to add glamour and to transform a dress into pure opulence!" exclaims Choong.

One of his gowns, layered with black

Brides-to-be will be swept away by this whimsical collection of gowns.

tulle netting and an abundance of crystals, was also featured at Swarovski Elements' Jawaher exhibition in London last October.

Apart from a wide array of made-to-measure gowns, the design house provides a complete range of fashion design services: couture, prêt-à-porter, contract designing and manufacturing; as well as floral designs and venue decoration.

Therefore it comes as no surprise that the designer, with over two decades of experience in this field, creates another spectacular collection "that is all about dreams" just to give a bride the princess treatment.

Choong notes a very important silhouette this season.

"The structured A-line shape gives a lot of volume on the bottom of the skirt. As it is nipped in the waist, it gives a lightweight feeling.

"I was inspired by the nostalgia of special moments in my life and let my imagination run free. I wanted my bride to feel like this is her moment to shine," explains Choong.

Choong will next be seen at the Bridal Glitz showcase during this year's Malaysia International Fashion Week, organised by the Malaysian International Fashion Alliance (Mifa). The wedding extravaganza, co-hosted

by Signature Weddings and MyDentist, will also feature collections from Carven Ong, Celest Thoi, Nthiran Couture, Allure Couture and jewellery brand Suhara Jewel Art. Bridal Glitz will be held at Zebra Square, Kuala Lumpur at 4.30pm on Nov 26.

■ Prices for Eric Choong's made-to-measure evening and wedding gowns start from RM4,000 and RM4,500 respectively. His boutique is located at 61-1 & 63-1 Jalan Telawi 3, Bangsar Baru, 59100 Kuala Lumpur. Call 03-2283 2113 for an appointment.

- Photos by Chuan Looi of Yipieyaya Studio
- Fashion styling by Wee Chee
- Hairstyling by Lois Lee of Lois Lee Salon
- Make-up by Geraldine Loy
- Model: Olia F

The bodice is tapered to accentuate the A-line skirt of the gown.

Swarovski crystals add glamour and opulence to Eric Choong's gowns this spring/summer.

